



WCPO

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## ORDER

Print Date 10/13/12

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Flight Dates 10/15/12-10/21/12

Contract / Revision 314538 /

Original Date / Revision  
10/11/12 10/12/12

Advertiser NRA, National Rifle Associa

Agency American Media and Advoc

Buying Contact

815 Slaters Lane  
Alexandria, VA 22314

Product

Issue. NRA Fall 2012 10.15-10.21

Agency Com 15%

Billing Contact

815 Slaters Lane  
Alexandria, VA 22314

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # 3341

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic M35-64

Rev Codes POL POL ISS

Product Codes SE

Priority P-2

Advertiser Ref

Primary Account Executive  
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBQC	%	
WCET	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	
WXIX	%	

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	2	\$4,186.25	\$4,925.00	0.00	10/01/12	10/21/12	2	\$4,186.25	\$4,925.00
Totals	2	\$4,186.25	\$4,925.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	WCPO	10/15/12	10/21/12	SU 1135p-1235a SU 1135p-1235a	CM	SU 1135p-1235a	-----S	:30	1	\$425.00	P-2	0.00	NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/15/12	10/21/12	-----S		1		\$425.00		0.00					
E 2	WCPO	10/15/12	10/21/12	ABC College Football gam ABC College Football gai		1158a-4p	MTWTFSS	:30	1	\$4,500.00	P-2	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/15/12	10/21/12	MTWTFSS		1		\$4,500.00		0.00					
													Totals	2	\$4,925.00